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An international workshop of industry, government and academic specialists in the globalization, internationalization, and localization of products and systems for multi- and cross-cultural use

Globalization Skills: A Unique Niche In Great Demand

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Lone Star Globalization

10.30 - 12.00 Saturday, 15 May

"Globalization" is a term thrown around quite a bit these days. If a person has globalization skills, that seems to be one of the hot tickets to success in many companies - especially high-tech companies. Personnel with globalization skills are few and far between, and companies are desperately trying to find them. Many of these companies are in high-growth markets where the demographics are jumping off the scale. One of these high-growth areas is Austin, Texas, home to Dell Computer, IBM Global Services, Texas Instruments, Motorola, and many, many start-ups too numerous to mention.

Companies are finding, and sharing the knowledge in Austin via Lone Star Globalization. Lone Star Globalization is a group of people with the core competencies acquired across project management, marketing, development, quality assurance and technical writing, coming together to solve the need companies in Austin have for these niche skills. The steps put in place to share these unique skill sets across companies include communications, networking, establishing mission scope, training programs, vendor management, business management, web development, and so on. These steps will be identified to the IWIPS attendees.

As mentioned above, finding people today who already fill corporate needs for globalization product delivery has been sorely lacking, hence "pirating" people away from some other company is the current trend. However, an additional requirement was quickly identified, and that is to be able to hire candidates immediately out from educational institutions. How this same group of people in Austin with the core competency globalization skills addressed this strategic need is also shared with IWIPS people.

Subject matter experts from Lone Star Globalization will share their experiences within large and small companies, how Lone Star Globalization was formed, and how the strategic initiatives to share and solve the shortage of unique globalization skills in a high-growth market were launched. IWIPS attendees will come away with ideas and opportunities they can capitalize on should they choose to take a similar path.